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Statistics Canada
www.statcan.gc.ca

Electronic Questionnaires at Statistics Canada

Recent Design Experiences

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QUEST 2013

Background

- EQ: primary collection mode in a multi-mode approach
- (Re)design existing questionnaires as EQs
- Various data collection partners
- 'Optimal EQ' \leftrightarrow comparable data \leftrightarrow production environment
- Policies, guidelines, pretesting

Current practices

Design

- Critical review of existing questionnaire
- Consultation with subject matter & EQ designers
- Specify & render EQ

Pretest with respondents

- Cognitive/usability testing
- Interview protocol
- Direct observation, think aloud, retrospective probing



Example: Question construction

2. What were the **start and end dates** of the gross monthly payroll reported in question 1?
Report the first day of the first regular pay period and the last day of the last regular pay period **PAID OUT** within the reference month.

From		To	
M	D	M	D

2. What were the **start and end dates** of the gross monthly payroll reported in question 1? [? Help](#)

Report the first day of the first regular pay period and the last day of the last regular pay period **paid out** within the reference month.

Start date of first regular pay period:

YYYY-MM-DD

End date of last regular pay period:

YYYY-MM-DD

2. What were the **start and end dates** of the gross monthly payroll reported in question 1? [? Help](#)

Report the first day of the first regular pay period and the last day of the last regular pay period **paid out** within the reference month.

Start date of first regular pay period:

YYYY-MM-DD

Apr 2013 period:

Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

- 3.

f:

ay period **paid out**
h?

ing owners of incorporated



Opportunities for improvement

If this business opened or closed any locations during the reporting period, please list below the operating names and addresses. Attach a sheet if more space is required.

Operating Name	Address	
0000A	0000E	0000F
0000C	0000D	0000G

6. Did this business **open** any locations during the reporting period?

A location is defined as a physical place in which business activity is conducted.

☒ Yes



How many locations opened during the reporting period?

1

☐ No

7. What is the operating name and address of the location that **opened** during the reporting period?

Location 1

Operating name

Address (number and street)

City

Province, territory or state

<<< Select >>>



Postal code



Example: Functionality & portability

Labour Force Survey

4%

Household Information

2. Please verify that the following people still live or stay at **1089 FRONTENAC BOULEVARD.** **? Help**

- If all the information is correct, select Next.
- Corrections to a person's name, gender or age can be made below.
- If someone is no longer living at this address, select Remove this person.
- If someone has moved in, enter their information and select Add this person.

People usually living or staying at this address

First name:	Last name:	Gender:	Age:	
<input type="text" value="ANGELA"/>	<input type="text" value="SANTOS"/>	<input type="text" value="Female"/>	<input type="text" value="23"/>	Remove this person
<input type="text" value="FRANCO"/>	<input type="text" value="SANTOS"/>	<input type="text" value="Male"/>	<input type="text" value="24"/>	Remove this person

Add a person usually living or staying at this address

First name:	Last name:	Gender:	Age:	
<input type="text"/>	<input type="text"/>	<input type="text" value="---"/>	<input type="text" value="---"/>	Add this person

Stop & Finish Later

< Previous**Next >**



Component list

Labour Force Survey

Summary

16%

Please complete the labour force questionnaire for each person below.

!

ANGELA SANTOS (23 years old, female)

Continue >

Not started - select Continue to start

!

FRANCO SANTOS (24 years old, male)

Continue >

Not started - select Continue to start

Stop & Finish Later

< Previous

Next >

Labour Force Survey

Summary

34%

Please complete the labour force questionnaire for each person below.

✓

ANGELA SANTOS (23 years old, female)

Completed

Completed questionnaire

!

FRANCO SANTOS (24 years old, male)

Continue >

Not started - select Continue to start

Stop & Finish Later

< Previous

Next >



Example: Functionality and usability

Description of Product:	RD400_2	
Manufactured By:	RD400_3	
Product Code:	RD404_2	
Type of Customer:	RD415_2	
Size/Weight:	RD405_2	
Unit of Measure:	RD406_2	

Please provide the following information for an additional product/service.

Name:

Description:

Manufacturer:

Product code:
<<< Select >>>

Unit of measure:

- ☐ Each
- ☐ Package (such as a box of 12, carton of 24, etc...)
- ☐ Weight, volume, length or area
- ☐ Other - specify how this item is sold:



Example: Functionality and usability

Please provide the following information for an additional product/service.

Name:

Description:

Manufacturer:

Product code:

Unit of measure:
☒ Each
Size/weight of individual item:

If this does not sufficiently describe the product, more information may be added to the product description.

☐ Package (such as a box, bag, etc.)
☐ Weight, volume, length, etc.
☐ Other - specify how this product is measured:

Type of customer:
☐ General public
☐ Businesses
☐ Institutions
☐ Other - specify the type of customer:

Volume
cubic centimetre (m³)
cubic foot (ft³)
cubic metre (m³)
litre (l)
millilitre (ml)
gallon (gal)

Length
centimetre (cm)
foot (ft)
foot board measure (fbm)
inch
linear foot
linear yard
metre (m)
metric yard
millimetre (mm)
yard

Future

- Continue to test & evaluate design decisions
- Better understand how our respondents interact with our EQ applications
- Incorporate more formative testing into development process



Thank you

- For more information,
please contact:
- Pour plus d'information,
veuillez contacter :

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